



GRAND CENTRAL FACT SHEET

Established: Grand Central Bakery opened in Portland, Oregon in 1993.

Management Team

Gwenyth Bassetti, Co-owner and Founder
Ben Davis, Co-owner and President
Piper Davis, Co-owner and Cuisine Manager
Bob Kerr, Co-owner and Business Manager
Claire Randall, Co-owner and General Manager

Employees: 145

Portland

Locations: Grand Central Bakery on Hawthorne

Opened June 1993
2230 SE Hawthorne Blvd.

Grand Central Bakery in Multnomah Village

Opened June 1995
3425 SW Multnomah Blvd.

Grand Central Bakery in Irvington

Opened January 1997
1444 NE Weidler

Grand Central Bakery in Sellwood

Opened May 2004
7987 SE 13th Street

Grand Central Bakery in Fremont

Opened March 2006
714 N. Fremont Street

Grand Central Bakery Sawtooth (in NW Portland Industrial Area)

Opening June 2007
2249 NW York Street

Business Description

The Grand Central Bakery story began in 1972, when Gwenyth Bassetti opened a soup and sandwich shop in Seattle's Grand Central Building. Returning to the business in

1989, Bassetti rechristened the restaurant “Grand Central Bakery” and sparked an artisan bread revolution throughout the Northwest with hand-formed Como loaves. As demand for her hearth-baked breads continued to rise, her son, Ben Davis, opened Grand Central’s first Portland bakery in the Hawthorne neighborhood in 1993. Led by Ben, his sister, Piper and two close friends Bob Kerr and Claire Randall, Grand Central now includes a wholesale bread line, five neighborhood cafes and a catering service. Grand Central’s eclectic bakery cafes are places where customers can enjoy a diverse selection of hand-made pastries, scratch-made soups and salads, and delicious, made-to-order sandwiches. With plans to open a sixth retail location in June, Grand Central will continue to capture the hearts — and appetites — of Portland’s food lovers.

In addition to its five Portland retail locations, Grand Central’s breads can be enjoyed at many of Portland’s finest restaurants and purchased at many of Portland’s markets, including Zupan’s, New Seasons, Fred Meyer, Wild Oats, Whole Foods, City Market and Pasta Works.

Philosophy

At Grand Central Bakery, everything starts from scratch. All of the bakery’s products are created from a few basic ingredients and thoughtfully transformed by its bakers and cooks into tasty artisan loaves, pastries, soups and sandwiches. The company itself has grown slowly and organically, adding locations only when the bakery is ready for the next step, ensuring that the bakery’s friends-and-family approach remains a clear focus.

None of the bakery’s owners have business degrees or formal culinary training. Instead, the team of Ben Davis, his sister Piper Davis, and their two longtime friends Bob Kerr and Claire Randall (who are now married) has made its decisions based on intuition, common sense and a shared dedication to delicious foods made from honest ingredients.

Because fresh, locally grown ingredients just taste better, regional produce inspires the rotating menus at Grand Central and the baked goods reflect the best of the season. To better accommodate this philosophy at its current size, Grand Central opened a new North Portland production facility last year, where it is able to source even larger amounts of local produce. The much needed space allows Grand Central to produce from scratch its flavorful soups, house roasted meats and artisan pastries for its neighborhood cafes.

Since it opened fourteen years ago, the original Hawthorne bakery has produced Grand Central’s signature artisan loaves – operating at capacity for the last four years. To satisfy customer demand at its neighborhood cafes and wholesale accounts, Grand Central is moving its bread production and corporate offices to a building in the Northwest industrial area this June. Located just off 23rd Ave. at 2249 N.W. York, the renovated facility will give Grand Central’s talented bread bakers the room and ovens necessary to bake even fresher bread for their eager customers. Nicknamed “Sawtooth” after the ripsaw-shaped roofline, the new bread production facility will also house a Grand Central Café – complete with a view of the bakers in action. Beyond the bread, the Sawtooth production facility features bountiful natural light and a simple spaciousness that will welcome employees and customers alike.

Grand Central believes that passionate food lovers make the best bakers and cooks. That's why a commitment to a genuinely satisfying place to work is as important as the bakery's bread and pastries. The bakery is a vibrant and spontaneous place to work, offering employees living wages and benefits that improve their quality of life. Grand Central employees also receive extensive, hands-on training and ample room to explore their own culinary interests — it shines through in every one of its delicious, scratch-made offerings.

(Please see “Corporate Profile” below).



CORPORATE PROFILE

What's it like walking into a Grand Central Bakery? The flour on the floor lets you know that it's no pretentious eatery; it's a friendly neighborhood spot where good food speaks for itself and the only thing asked of its customers is that they bring a healthy appetite.

Since 1993, Grand Central Bakery's has been satisfying the cravings of Portland's food lovers with its artisan breads, hand-made pastries, scratch-made soups and salads and made-to-order sandwiches. What's the secret ingredient in its recipe for success? An unwavering commitment to deliciousness. From its cozy bakery cafes and staff of friendly bakers to the breads it's built its name on, Grand Central has cooked up an experience for food lovers that is, in a word, delicious.

A Bread Revolution: The Grand Central Story

Like everything at Grand Central Bakery, the story started from scratch. In 1972, Grand Central founder, Gwenyth Bassetti, joined two friends in opening a soup-and-sandwich restaurant in the newly renovated Grand Central Building in Seattle's Pioneer Square. Their concept was loosely defined, but included high quality ingredients, scratch cooking and making their own bread for the sandwiches. Four years later, Gwenyth left the restaurant for an eastern Washington farm, where she raised sheep, shallots and her children. Her baking was now focused on providing the daily bread for a family of six.

By 1989, her kids had grown up and Gwenyth was ready for a new challenge: bringing hearth-baked artisan breads to the Pacific Northwest. Inspired by Berkeley's emerging artisan bread scene and Carol Field's cookbook, "The Italian Baker", Gwen re-joined The Bakery, rechristening it "Grand Central Bakery." She imported an Italian oven and, along with her head baker, Leslie Mackie, baked Seattle's first artisan loaves. In November of the first year, *The Seattle Times* headlined an article, "Run, Don't Loaf, to the Grand Central Bakery!" Popular food editor John Hinterberger praised Grand Central's Italian-style Como loaf and lines formed the very next day.

Hoping that Portlanders shared the same insatiable appetite for good bread, Gwen sent her son, Ben Davis, down to Portland where he re-modeled an old nursery building in Portland's Hawthorne District to open the city's first Grand Central Bakery location in 1993 with longtime friends Bob Kerr and Claire Randall. In addition to delivering Grand Central loaves to the city's finest restaurants and markets, the Hawthorne bakery provided the neighborhood with a small assortment of scratch pastries and fresh coffee. Later joined by Gwen's daughter, Piper Davis, who inspired the team to offer a wider variety of scratch pastries, fresh sandwiches and hand-made soups, Grand Central now includes a collection of cafes in the Multnomah, Irvington, Sellwood, Fremont and NW Portland neighborhoods.

Rising to the Occasion: The Grand Central Philosophy

Everything at Grand Central Bakery starts from scratch. The bakery's team of bakers and cooks take fresh, simple ingredients and transform them every day into tasty loaves, pastries, soups and sandwiches. The bakery itself has grown from scratch, too, with a group of four smart, dedicated people who share a vision of creating delicious foods and a great place to work. The bakery's friends-and-family approach has ensured that the down-to-earth values and obsessive pursuit of high quality products is just as important today as it was when Gwentyth Bassetti founded it.

Even the business was built from scratch: None of the bakery's owners have business degrees or formal culinary training. Instead, the team of Ben Davis, his sister Piper Davis, and their two longtime friends Bob Kerr and Claire Randall (who are now married) has made decisions based on instinct, common sense and an all-consuming dedication to deliciousness.

Grand Central is no cookie cutter bakery, either. Each bakery café is a part of the community it serves, with a look-and-feel that reflects the personality of the neighborhood. Whenever possible, Grand Central gives preference to local distributors and producers. The Portland bakeries serve Stumptown coffee, for example, and organic or sustainably grown produce from local farmers whenever possible.

Because fresh, locally grown ingredients just taste better, regional produce inspires the rotating menus at Grand Central and the baked goods reflect the best of the season. To better accommodate this philosophy at its current size, Grand Central opened a new North Portland production facility last year, where it is able to source even larger amounts of local produce. The much needed space allows Grand Central to produce from scratch its flavorful soups, house roasted meats and artisan pastries for its neighborhood cafes.

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Our People: The Upper-Crust

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MANAGEMENT TEAM

Ben Davis, Co-owner and President

Son of Grand Central Bakery founder Gwentyth Bassetti, Ben Davis led the charge for the bakery's entry into the Portland market. In 1989, when the bakery opened its first location in Seattle, Ben had recently graduated from the University of Puget Sound with a degree in geology and was working as a fisherman in Alaska. When his mother called, explaining that she needed help at the bakery, Ben jumped in, spending the next six months as a baker on night-shifts. With the bakery's overwhelming success, Ben was soon being groomed to open the bakery's first Portland location. Within a few short months, Ben immersed himself in every aspect of the business, from delivery driving to time spent in the bakery's corporate office.

In 1992, Ben moved to Portland with his college roommate, Bob Kerr, to assess the opportunity and identify a location for the new bakery's wholesale production site. The space he found — in the up-and-coming Hawthorne neighborhood — forced Ben and his mother to re-think their plans to include a retail space. Two weeks later, with a lease in hand, Ben was designing the interior and ordering equipment.

For the first two years, Ben worked as the head baker, beginning many days at 3 a.m. to prepare the morning's loaves. Today, Ben serves as the bakery's president, as well as overseeing bread production. As such, he no longer maintains a role in daily operations, but he still finds time to maintain the bakery's hearth ovens. Currently, he is immersed in the planning and design of Grand Central's new Northwest Portland production facility.

Piper Davis, Co-Owner and Cuisine Manager

Piper Davis's passion for baking began when her family moved from Seattle to a small farm in rural eastern Washington when she was 12. Her mother, Gwentyth Bassetti, had just spent the past four years running a soup and sandwich restaurant in the newly renovated Grand Central Building in Seattle's Pioneer Square. Her passion for baking carried over to her new life on the farm, where instead of scratch bread-baking for her restaurant guests, she baked for her family. It was during this time that Piper fondly remembers the role food occupied in her family: all their meats and vegetables were raised on the farm, nearly every meal was eaten together as a family, and her mother was constantly baking from scratch.

Piper joined Grand Central Bakery in 1995 after teaching for two years in Sri Lanka. After a production stint in Seattle, Piper worked at Portland's Multnomah Grand Central for a year as a pastry baker. When Grand Central was ready to open its third Portland location in the Irvington neighborhood, Piper stepped into the role of general manager, which then evolved into her current role as Cuisine Manager. Jokingly referred to as "the minister of deliciousness," Piper now oversees quality, consistency and product development aspects of the business managing vendor relationships and driving the bakery to source its ingredients from local, responsible growers.

Piper credits her culinary education to her mother and the many bakers that have passed through Grand Central. She is currently a member of the Bread Bakers Guild of America, the Ecotrust in support of the Chefs Collaborative and the Women's Chef and Restaurant Tours. She also received pastry chef training through a viennoiserie program at the National Baking Institute.

Bob Kerr, Co-Owner and Business Manager

Bob Kerr became good friends with Ben Davis while studying economics and music at the University of Puget Sound. Years later, the two roomed together in Seattle when Ben was becoming involved in his mother's fledgling bakery, first as a night baker and, later, as a delivery driver. Working as a computer programmer for an actuarial firm in downtown Seattle, Bob, having enjoyed many warm loaves brought home by Ben, gladly accepted his offer to help start Grand Central's first Portland location. Brought on to help manage the business aspects of the bakery, Bob implemented computer networks and taught himself accounting through a hands-on, learn-as-you-go approach. He also pitched in however he could in the bakery, whether forming loaves or making deliveries.

Today, Bob serves as the bakery's business manager, overseeing accounting, employee benefits and information technology. He also assists Ben with the planning and financing of the bakery's new North Portland retail and production facility. Bob, who worked on farms in Walla Walla, Wash. as a teenager, is committed to developing strong, longstanding relationships with local farmers in order to offer customers products made from the freshest, highest quality ingredients available.

Claire Randall, Co-Owner and General Manager

Claire Randall became good friends with Piper Davis while studying English Literature and Sociology at Lewis and Clark College. She enjoyed many a memorable meal as Piper's roommate and Gwen's guest to the family farm in Goldendale, Washington. Entranced by the Grand Central loaves Piper brought her from her mom's Seattle bakery, Claire approached Ben for a job in the spring of 1993 before Grand Central opened. Plenty of restaurant experience and a few years of people management at local favorite Papa Haydn encouraged Ben and Bob to hire Claire as Portland's first sales manager.

Today, Claire's passion for working with people is evident in her role as the bakery's general manager. As such, she is directly involved in many diverse aspects of the company. Claire oversees sales, wholesale delivery and retail. She is involved in various human resources issues, including assisting store managers with their employees and providing ongoing mentoring to the bakery's staff. Claire is also actively involved in the design and packaging of Grand Central's products.



SAWTOOTH BUILDING PROFILE

GRAND CENTRAL BAKERY, SAWTOOTH
2249 NW York St.
Portland, OR 97210
Café Phone (503) 808-9860
Central Office Phone (503) 232-0575

Café Hours: 7:00 a.m. to 6:00 p.m. daily (Opening June 2007)

Building footprint: 13,000 square feet

Architect: Emerick Architects

Construction: Bremik Construction

Description

With the lease of a 13,000 square-foot building within Portland's Northwest Industrial Area, Grand Central Bakery will be moving its artisan bread production and central offices from its original location at 2230 SE Hawthorne Blvd. The popular Hawthorne café will remain in operation for its loyal neighborhood customers, with a remodel coming later this year. In addition to improving Grand Central's ability to supply even fresher bread to its neighborhood cafes and wholesale accounts, the newly remodeled building will also provide much needed "elbow room" for employees and customers alike. Nicknamed "Sawtooth" after the traditional warehouse "ripsaw" roofline, the building underwent a total renovation, transforming its basic structure into a unique home for Grand Central's artisan bread production, central offices and newest café.

Grand Central Bakery Bread Production

Since it opened its first Portland bakery in 1993, Grand Central has been chasing demand for its artisan bread – operating at capacity for the last four years. With about twice the square footage of its original facility, the new "Sawtooth" bakery allows Grand Central to satisfy customer demand for its artisan breads while improving the working conditions for its bakers and delivery drivers. Grand Central owner Ben Davis explains, "We have grown to a size where consistently producing high quality artisan breads is a struggle at our current location. Our new "Sawtooth" bakery allows us to bake even fresher products for our Portland area customers in addition to having the space to consistently create the best artisan bread we can."

Grand Central's "Sawtooth" Bakery features two new 12-door TMB Hearth ovens from Italy which weigh in at over 40,000 lbs. each – twice the weight of Grand Central's current Bongard ovens. These incredibly heavy duty cyclothermic steam tube ovens are

each powered by a US manufactured 700,000 BTU burner. With this thermal mass heating reservoir and internal steam generation, the TBM ovens will bake Grand Central loaves faster and more evenly – creating a higher quality, fresher product.

Transformation

On the edge of a freeway in the middle of the NW industrial area, the Sawtooth building's natural charms outweighed its slightly charmless location for the Grand Central Bakery owners. Local architects Dana Moore and Brian Emerick, of Emerick Architects, were immediately drawn to working with the Sawtooth building's unique rip-saw roof line. The architects removed an old plywood lid to reveal the old 28 foot high clear story windows which shed the café and production area with abundant natural light. They also choose to juxtapose two large rectangular features constructed of reclaimed fir beams as a foreground to the triangular roof line, giving the entryways the feeling of an old "grand lodge".

Typical of Grand Central locations, the café has a very intimate and personal view into the heart of the bakery – its bakers and their craft. Customers can watch (and hear) bread being mixed, formed and baked all from the seating area. The "show" will be entertaining to say the least! The striking architectural transformation, combined with some tasteful landscaping and ample parking renders the building into what Grand Central Bakery owners hope will become a baking oasis for NW Portland.